

## Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W  
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R 261048Z SEP 75  
FM AMEMBASSY THE HAGUE  
TO USDOC WASHDC  
SECSTATE WASHDC 6719

UNCLAS THE HAGUE 4885

TO COMMERCE SECRETARY MORTON FROM AMBASSADOR GOULD

E.O. 11652: N/A

TAGS: BEXP, NL

SUBJECT: SUGGESTED COMMERCE SPECIAL AWARD TO HENK POUTSMA,  
RETIRING GENERAL MANAGER, AMCHAM

1. DEAR ROG, GENERAL MANAGER OF AMCHAM NETHERLANDS HENK POUTSMA  
REPEAT HENK POUTSMA RETIRING. SPECIAL CEREMONY PLANNED  
FOR EARLY NOVEMBER WHICH I WILL ATTEND. I STRONGLY  
BELIEVE THAT A SPECIAL TANGIBLE EXPRESSION OF  
APPRECIATION FROM U.S. GOVERNMENT AND ESPECIALLY  
COMMERCE HAS NOT ONLY BEEN AMPLY EARNED BY POUTSMA BUT  
WOULD ALSO SERVE U.S. ECONOMIC AND COMMERCIAL INTERESTS  
IN THE NETHERLANDS.

2. POUTSMA, A DUTCH CITIZEN, HAS BEEN GENERAL MANAGER  
OF AMCHAM SINCE ITS INCEPTION IN JANUARY 1962. FOR  
NEARLY FOURTEEN YEARS HE HAS BEEN THE MAIN MOVING FORCE  
BEHIND AMCHAM ACTIVITIES TO PROTECT AND EXPAND U.S.  
COMMERCIAL INTERESTS IN THE NETHERLANDS. AMCHAM HAS  
BEEN AN INTEGRAL PART OF OUR TRADE PROMOTION  
PROGRAM IN THIS COUNTRY. WE HAVE WORKED WITH IT DAY  
IN DAY OUT AND IT HAS HANDLED THOUSANDS OF  
REQUESTS OF ASSISTANCE FROM THE AMERICAN BUSINESS  
COMMUNITY. IT HAS ALSO CHEERFULLY AND EFFICIENTLY  
COOPERATED WITH THE EMBASSY WHENEVER REQUIRED.  
ALL THIS IS MOSTLY DUE TO POUTSMA'S EFFORTS  
AND INITIATIVE.

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3. IT SEEMS TO ME THAT SUCH AN OUTSTANDING CONTRIBUTION TO U.S. ECONOMIC AND COMMERCIAL INTERESTS SHOULD RECEIVE APPROPRIATE RECOGNITION FROM THE USG.

4. THERE FOLLOWS SUGGESTED TEXT OF CITATION FOR YOUR CONSIDERATION AND ANY CHANGES YOU DEEM APPROPRIATE: QUOTE IN RECOGNITION OF HENK POUTSMA'S UNSTINTING AND EFFECTIVE EFFORTS, OVER A PERIOD OF NEARLY FOURTEEN YEARS, TO PROMOTE THE EXPANSION OF UNITED STATES TRADE AND ECONOMIC ACTIVITIES IN THE NETHERLANDS; AND FOR HIS SIGNIFICANT CONTRIBUTIONS TO FRUITFUL AND AMICABLE RELATIONS BETWEEN THE BUSINESS AND INDUSTRIAL COMMUNITIES OF THE TWO NATIONS. UNQUOTE.

5. ACTION REQUESTED. IF NO OBJECTION PERCEIVED, I RECOMMEND THAT AN AWARD WITH APPROPRIATE ENGRAVED CERTIFICATE BE GRANTED BY YOU AS SECRETARY OF COMMERCE TO POUTSMA. FOR MAXIMUM EFFECTIVENESS THE ABOVE SHOULD REACH ME HERE NOT LATER THAN THE FIRST WEEK OF NOVEMBER. YOUR CABLED COMMENTS WELCOME. THANKS IN ADVANCE FOR YOUR CONSIDERATION. BEST REGARDS KINGDON.  
GOULD

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